

THE

QUARTERLY

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



25 Cents

Hero Worship

(See Page 6)

MAY, 1940

THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

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MAY, 1940

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AT DEADLINE

By R. L. P.

THAT roving reporter of the Walla Walla *Union-Bulletin*, A. W. Nelson, gets the cover photo of THE QUILL this month as well as the one which accompanies the interesting story by Claude Gray, telling of Nelson's unusual job and the way he handles it.

The picture of "Nelly," more or less surrounded by small boys anxious to run his copy or perform other errands for an honest-to-gosh newspaperman on a breaking story, would be hard to beat as a cover picture for a newspaperman's magazine.

WE were mighty interested in that Tall Story contest sponsored by the Indiana University chapter of Sigma Delta Chi, and want to pass on to you the three stories selected by Irvin S. Cobb, Arthur Robb, editor of *Editor & Publisher*, and Lowell Thomas, as first, second and third prize winners.

First prize was awarded for the following yarn:

When Jack Crain, stellar backfield man of the University of Texas football team last fall, made a last-minute dash through the entire Arkansas University football team for a touchdown, and the Texans kicked goal for a 14-13 victory, a Dallas newspaper sportswriter wrote this lead on his story of the game:

"God and Jack Crain today defeated the Arkansas Razorbacks by a score of 14-13."

The Dallas paper's managing editor looked over the lead, then quickly sent this memo to the sportswriter:

"Please check on the rumor that Coach Fred Thomsen of Arkansas has protested the game. He feels that God is ineligible in the Southwest conference under the freshman rule."

THE second place story was:

The late James O'Donnell, uncle of James O'Donnell Bennett, while publisher of the Jackson (Mich.) *Citizen Press*, was strongly adverse to drinkers in his employ. So it was with alarm that compositors greeted one of their number as he strolled into the composition room, stewed to the gills. While the printers were considering ways and means of getting their brother off the premises, a watcher stationed near the door through which he could see into O'Donnell's editorial sanctum, shouted: "Here comes the chief."

A quick-thinking printer picked up a discarded apron hanging nearby, slipped it over the inebriate's head, ran his hand over the proof-press roller, wiped it on the "stew's" face and collar, stood him in front of the case of type and braced him so he couldn't fall.

In walked "Jimmie." He looked around,

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Why Not Take a Tip From the Yankees and Train Rookie Reporters On Newspaper Farms?

By GORDON G. MACNAB

MAJOR league baseball was a thriving institution long before the Yanks discovered that a farm system would assure, in what appears to be perpetuity, an inexhaustible supply of replacement talent. Just when some newspaper publisher will decide that the baseball farm system can be adapted to the development of rookie reporters is in doubt, but the idea holds some fascinating possibilities.

There is a curious parallel between the opportunity for the system to work to advantage in either field. Chain newspapers are no new thing, but, so far as I know, there is no metropolitan daily which maintains two or three or half a dozen small-city dailies or weeklies on which promising youngsters can be trained and seasoned.

Few city editors will dispute the statement that young reporters, whether fresh from journalism schools or climbing upward from copy-chasing office boy jobs, leave something to be desired in their batting and fielding averages. If the youngster has promise, the city editor bears with him in whatever manner is characteristic, and through groans, profanity and tears, eventually makes a reporter of him or decides that the task is hopeless and gives him a glowing recommendation as a bank messenger.

The process involves more than wear and tear on the editor's nervous system. It adds to the tasks of the copy desk, may give employment to the libel lawyers and results in some pretty sloppy stuff appearing in the news columns.

WHATEVER the merits of schools of journalism, they rarely produce a reporter in full bloom. A metropolitan newspaper which adds an inexperienced graduate to its staff may be getting a man who will someday be a top-flight executive, but it also is inviting from six months to a year of headaches—and at the end of that time it may discover to its dismay that the promise was only that.

There has never been anything done about the problem, it being generally assumed that it is a permanent cross to be borne in suffering submission.

It doubtless is true that reporters can be developed only through experience, but it would appear that if this experience could be gained more quickly and at less cost to the publishers than is now the case, much of the problem's sting would be removed.

If all metropolitan newspapers could be assured of new reporters with some experience under capable supervision, preferably with direction from a man trained on their own staffs, their ability to main-



Gordon G. Macnab

Who thinks newspaper publishers should follow baseball's example.

tain a higher quality of news-handling would be vastly increased. If this training could be given without cost to the newspaper, the idea should have wide appeal.

IT is virtually impossible to generalize on the experiences of newspapers throughout the country, for their methods and results appear to vary widely. Many papers, such as the Philadelphia *Inquirer*, say that reporters in nearly all cases are required to have several years of metropolitan training. As a result, it is expected that within a brief time they will be competent members of the staff.

It is obvious, however, that most newspapers cannot set up such a requirement any more than the major leagues can disregard the minors—or the minors the bushes. Even a Walter Johnson can't pull his load forever and must be replaced by a youngster from the "small time."

The San Francisco *Chronicle* runs college graduates through the office boy routine and gradually works them into reportorial positions. Needless to say, a top-hand isn't produced in six months. The Kansas City *Star*, on the other hand, gives an occasional tryout to journalism school graduates, boosts the office boys occasionally, but prefers men from small-city dailies.

The Milwaukee *Journal* has a similar preference for the small-city reporter who is a college graduate. This same attitude is held by the New Orleans *Times-Picayune* which likes reporters "who have had journalism school and small-city or town experience." This goes a step further than the Philadelphia *Inquirer* which suggests that journalism school experience is "neither held against them nor in their favor."

The Chicago *Daily News* isn't particular about previous training and is willing to

THOUGH there are many more newspapermen than there are newspaper jobs today, the problem of finding the right man for the right position still remains. Vacancies will arise from time to time, and the methods of filling them vary on various newspapers.

Gordon G. Macnab believes the best way to fill such vacancies is not with a recent graduate of a journalism school, nor even a veteran, but with a man trained on a smaller "farm" paper in the manner of the paper to which he is called. He presents an interesting discussion of a persistent publishing problem.

Mr. Macnab is on the copy desk of the *Journal*, at Portland, Ore., having gone to the rim from the city side of the same paper. He has been connected with newspapers since boyhood. Following graduation from the University of Iowa in 1927, he was connected with several papers in northern Iowa and then spent six years as editor of the Worthington (Minn.) *Globe*. Subsequently he was news editor of the McMinnville (Ore.) *Telephone Register* and the Alaska Daily *Chronicle* at Ketchikan. While he was editor of the *Globe*, the paper won a number of honors for editorial achievement, community service and general excellence.

spend a year doing the job itself, while the Des Moines Register admits that its new men generally are not satisfactory staff members in less than six months.

RUNNING through the minds of the city editors or managing editors appear to be certain thoughts on which a few generalizations may properly be essayed.

1. Journalism schools get varying attention.

2. Small-city training appears popular.

3. More than half a year on the metropolitan paper is needed before new reporters can pull their share of the load.

These generalizations, if true, lead to some rather obvious conclusions. First, schools of journalism, whatever their virtues, either have failed to sell their worth to the editors of some metropolitan dailies or they are failing in the task of preparing graduates for reportorial positions; second, training in small cities is best for novices; and third, there is nothing yet devised that gets results surpassing training by the newspaper itself.

I have often heard the city editor of the *Oregon Journal* remark that he likes men from small towns because they are closer to the lives and the real emotions of the people and have a livelier curiosity about them.

This seems to be a rather general attitude and if it were possible to train men in small cities in such a manner that they could adapt themselves to the ways of big cities in only a few weeks' time, there would be a marked economy in money, definite soothing of nerves and more workmanlike stories in the papers.

THIS brings us back to the original suggestion for training reporters adequately, at low cost and with a minimum of difficulty.

It would perhaps not be fair to say that journalism schools should be abandoned. Very possibly there is a valuable field for them, but they have not yet realized its full potentialities. Their graduates could be sent to the farms for seasoning just as any other recruit.

Why do small cities hold favor with so many editors as a sound training ground? The reason lies in the diversity of experience which they offer a young reporter.

Thus it is that we arrive at the "farm" method of setting up a newspaper's own training field, wherein the rookies may be taught the rudiments of reporting, brought along steadily and in short time and at little or no expense be made ready for a life in the "majors."

There are two courses which can be followed. One is almost absurdly simple; the other somewhat more complex but with possibly better results in the final analysis. Giving first consideration to the latter, here is what a publisher, intent on setting up a farm system, would do:

FIRST he would ascertain his probable replacement needs. They vary widely in different cities, but past years give a moderately accurate index to probabilities.

Once this figure has been established, he would go into the market and buy one, two or three weekly newspapers, in county

seat towns in his publication area, the number depending on his requirements. This might at first seem to conflict with the earlier premise that the training was to be at low cost—but it doesn't. Weekly newspapers, when well managed, almost invariably make a much larger return on the investment than is generally realized. It is a poor county seat weekly that won't pay for itself in 10 years—and 10 per cent has never been a poor dividend.

The cost of weekly newspapers varies widely in different parts of the country and of course circumstances play an important role. In many parts of the Middle West excellent and well-equipped weeklies can be bought for \$25,000 with not more than half of that as the down payment. I know of one Middlewestern newspaper that was bought for \$19,000 and was paid for out of earnings in 18 months. I know of another that was bought for \$15,000 and in some ten years returned that sum several times, although the earnings were largely plowed back into the business. In the East and on the Pacific Coast newspaper properties run a bit higher in price as a usual thing.

But the initial cost is not a vital factor because it is safe to assume that the metropolitan paper will not buy into a poor field and there is no reason to suppose that it will be managed other than soundly.

ONCE the paper or papers were bought, a permanent staff would be employed, very possibly holdovers from the seller with vacancies created for the trainees. There would not be more than two reporters in training on a weekly and unless it were in a town larger than usual for a weekly, it is probable that one would be the proper number.

(There could also be an advertising man and one in circulation, extending the training program to those fields if desired.)

These trainees would be selected as carefully as though they were to be added directly to the staff of the parent paper. Whether they would be office boys "sent out to the country" for intensive news training, journalism school graduates, young men or women from other small papers or simply youths with promise, would be a matter for the city editor or managing editor to determine.

They would be assured, if they made good, of a place on the metropolitan daily when they had been seasoned and a vacancy occurred. Because of this, their pay would not be high, although it is to be assumed that it would be adequate to keep them satisfied through the year or two which they would spend there. If they failed to make good, they would be dismissed and there would be a minimum of loss to the parent paper, both in time wasted and in salary expended.

ONCE the paper has been purchased and staffed, there remains the matter of supervision.

This, of course, is the essential element of the farm plan. Merely putting prospective reporters to work on the parent newspaper's smaller units solves no problems.

The basic idea is to tailor the training to fit the specific metropolitan paper in question.

The success of this rests on proper supervision almost as much as, if not more than, all other factors.

If but one farm is established, it is likely that the parent paper would name as editor and general manager a member of its own staff who knows the weekly newspaper field; or perhaps it might name a former staff member who already is in the weekly field and who is available. If there are to be several farms, it is probable that best results would be obtained by having a roving supervisor cover them all in working with trainees.

This, then, completes the personnel.

From here on it is the routine development of newsmen through experience—with important additions. The farm would adopt a style identical with that of the parent paper, making the learning of that phase the same on both. The trainee also would be expected to follow closely the metropolitan paper each day, familiarizing himself with the news and, if he has never lived in the city, with some of its news background so that when his training period has ended, he would have knowledge of the news and news figures of the past year or more.

The supervisor, whether editor of one paper or assigned to several, would devote considerable time to the trainee, directing him in the proper handling of news. This presupposes that he would be a grammarian of some ability, have a certain flair for imparting knowledge and generally be sound in news work.

Frequently it would be advisable for the trainee to visit the parent paper to become acquainted with the personnel and from observation and questioning to fill in the blanks which mere recital cannot give about the general processes of metropolitan production. He also would be able to learn something of the city.

Thus his whole time on the farm would be directed toward learning his job to enable him to fit into the picture when a vacancy occurred on the metropolitan paper. It would not lessen his value to the weekly for he would know that only by doing his job well could he hope to make the grade.

By the time the farm system had been in operation a year, the replacement problem on the parent paper's reporting staff would have been solved. If one man should leave, be promoted or die, there would be no question as to his successor. It would be a man who knew the job and who, within weeks rather than months as at present, would be pulling in harness with the rest of the staff.

THIS is why a weekly paper is advantageous as a training ground:

A reporter there is more than that. He works the counter and learns to meet the public; he comes in contact with the commercial printing department, perhaps even pricing some jobs, and thus learns of mechanical problems and of costs; he is likely to be drafted to learn the cases (few small towns have organized labor to

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Correspondents Face Countless Difficulties in Sending Flashes from the Front



Joe Alex Morris

THIS war is the toughest job ever tackled by reporters.

The men who give you a blow-by-blow story of what is happening on the war front, the diplomatic front and the home front face as many new problems as do the opposing commanders in a streamlined version of conflict that almost every day is introducing strange phases of modern total warfare.

The aerial blitzkrieg that shatters communications lines, the drastic restriction on travel in war zones, the propaganda of a modern war of nerves and the opposing claims of belligerents are some of the developments and refinements in this war that have added to the ordinary woes of censorship, military secrecy and atrocity propaganda of former conflicts.

AGAINST these handicaps the reporters in the field, the men who cover diplomatic developments and an increasingly large corps of deskmen have pitted ingenuity, hard work and organization to uncover the story of European war since September of 1939. It has often been a jerky story because the censor's shears leave jagged gaps in cable copy.

But over the weeks and the months it has given America the most objective and the most complete information received in any nation since the Nazi invasion of Poland and every day the headaches and the obstacles to coverage of the war are being further reduced.

The guiding motive in United Press coverage of the war has been to overcome difficulties in the way of the old-time rule of getting experienced men on the scene of action ahead of the news and organizing speedy communications lines to a centralized relay point.

Secondly, but just as important, was the strengthening of relay bureaus or the establishment of new relay points outside the zone of belligerent interference.

By **JOE ALEX MORRIS**

Foreign Editor, the United Press

SOON after the war started, approximately 500 *United Press* correspondents were on the job in the European zone, a figure that compares with a total of perhaps 25 in Europe at the start of the World War in 1914.

In the first few months of the present conflict there was a wide fluctuation in the number of correspondents on duty due to conscription of various native reporters, the bolstering of staffs in previously secondary news cities such as Copenhagen and Amsterdam, and the reduction or shifting of staffs in cities such as London which were once centralized bureaus for handling a vast amount of relayed news but which were cut off from some countries because of their belligerent status.

The headaches involved in keeping communications channels in operation were strikingly illustrated at Amsterdam. When the war started, Amsterdam was made one of the most important relay bureaus in Europe, with Clifford L. Day, assistant European News Manager, in charge of a staff of ten experienced desk men and reporters. Copenhagen also became an important relay bureau when the war started in Finland. The German invasion of Scandinavia and the Low Countries, however, disrupted those communication lines and forced a shift to other relay points where arrangements for such an emergency previously had been made.

THESE preparations have emphasized one of the outstanding difficulties of cov-

ering the war—the movement of staff men from one country to another. Even in moving from a neutral country to another neutral country, the problem of getting visas is an important one and the delay is often so great that it has been necessary to make transfers well in advance of any shift of the main news scene. For instance, it recently required two weeks (instead of the normal 24 hours) to transfer a London staff member to Copenhagen; and a similar period to transfer a Paris correspondent to Istanbul.

The strain under which men work in covering the war fronts—as in Finland when the weather was extremely cold—creates still another problem calling for relays of correspondents at regular intervals. A regular chain of *United Press* men was established to move through Scandinavia into Finland to afford regular relief from the hardships—air raid bombardment, cold, exhausting trips on foot and improper food—which were undergone to provide coverage 24 hours in every day.

On other war fronts, the chief problem is getting permission for correspondents to travel. The British and French required reporters to sign up for three months when they went to the western front from England. They were stationed some distance behind the front and almost all of their visits to other areas were supervised by military officers. Their copy was censored both at military head-

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THAT American correspondents abroad are able to get as much information through as they do each day—despite the censors and countless other obstacles—is a tribute to them and to their associates who make up the news-gathering organizations which serve the American press.

Some idea of the difficulties faced in shifting and reshaping these organizations as the situation changes from day to day is gained from this behind-the-scenes article by **Joe Alex Morris**, foreign editor of the *United Press*.

"Jalex," as he is known at the other end of the cables, is a native of Lancaster, Mo., and a graduate of the University of Missouri. Before joining the *United Press* in New York in 1928 he had worked on the *United States Daily*, the *Washington Daily News*, the *Oklahoma News*, the *Tulsa Tribune* and the *Denver Post*. As chief of the UP senate staff, he was detached to cover Gov. Alf Landon's campaign after working on the national convention story. After several years' work in key jobs in the New York and Washington bureaus he was made foreign editor.



A. W. Nelson

His picture also appears on the cover this month. The picture was made while Nelson was covering a breaking story.

IMAGINE a newspaper "beat" of 16,098 square miles, embracing nine large counties in Southeastern Washington and Northeastern Oregon! That is the unique assignment of A. W. (Nellie) Nelson, "Roving Reporter" of the Walla Walla (Wash.) *Union-Bulletin*.

Larger than the total land area of Massachusetts and New Jersey together, or than that of Rhode Island, Connecticut, Maryland and the District of Columbia combined, the unusual assignment of this veteran reporter is unequalled, so far as Nelson or his associates have been able to discover.

This "beat" extends from the semi-desert of the lower Columbia basin, which will be irrigated by Grand Coulee dam ere long, to mountain fastnesses seldom traveled by man.

WHEN Nelson took over his present duties in March, 1936, the *Union-Bulletin* had been consolidated from the *Morning Union*, founded in 1869, and the *Evening Bulletin*, into an "all-day" newspaper with morning, evening and a Sunday edition. The task of bringing the subscribers of the two dailies into the fold of a single newspaper had been facing the publisher.

Country correspondents of the two papers, although they numbered more than half a hundred, were not enough, it was decided. A more closely knit manner of holding the interests of readers of both papers and competing with early mail editions of metropolitan dailies in Portland, Ore., Seattle, Wash., and Spokane, Wash., was needed.

The "Roving Reporter" was one of the answers to this problem.

Nelson was given absolute freedom, results being all that were asked of him. Considerable experimentation was necessary but the r.r., as Nelson refers to himself, has worked out a system of gathering

Assigned to Cover a Beat Including This Roving Reporter Really Gets Around!

By CLAUDE M. GRAY

news which has proved remarkably effective.

His special page in the Sunday edition is widely read, not only throughout the outlying districts but in Walla Walla, the largest populated area in the entire 16,098 square mile region.

THE "Roving Reporter" gets over the entire area by automobile once every five weeks in summer and once a month in winter. (Parts of two of the nine counties are virtually inaccessible in winter and he covers the entire nine counties only during the open months of the year.) Nelson travels an average of 200 miles a week.

Key men and women in organizations such as Chambers of Commerce, Granges, Farm Bureaus, 4-H clubs, service clubs, labor unions, public schools, churches and city and county governments are his news sources in each community. Calls on these leaders are made according to the season of the year when from past experience he knows they will be most likely to have tips of interest to him.

Three days of the week are spent in the field and the remainder finds Nelson in the office, writing, answering correspondence, doing research and outlining future activities. For each Sunday edi-

tion he turns in 1½ pages of news and comment. Never less than two engravings are used, the pictures for which Nelson takes himself. At least one historical sketch concerning people or places in the district, which dates back to 1836 when Dr. Marcus Whitman established the first white home in the interior Pacific Northwest, is written each week.

Not only has Nelson succeeded in establishing himself firmly throughout the paper's circulation territory but he has become an "ambassador of good will" among the residents of the dozen cities and towns and the two dozen villages and farming centers in the paper's circulation territory.

He is frequently called upon to speak before clubs, commercial organizations and other groups either as a pinch-hitter or by pre-arrangement.

Nelson represents his paper at numerous week-end events during the summer season, particularly at the rodeos, in which this western country abounds, livestock shows and fall fairs. He publicizes these events through his weekly page in advance of the events as well as giving actual news coverage. He sets up both advertising and publicity programs for these shows and events. In this work his

WHEN newspapermen get to comparing the size of their respective beats, A. W. Nelson will have one of the first if not the foremost position.

The interesting story of his work was penned for *The Quill* by Claude M. Gray, city editor of the Walla Walla *Union-Bulletin*.

A graduate of the University of Kansas in 1922, Gray spent two years on the market desk of the *Kansas City Star*, a year and a quarter on the copy desk of the *Kansas City Kansan*, four years in Pittsburg, Kan., on the *Headlight* and the *Sun*, before locating in Walla Walla 11 years ago, first with the *Bulletin* and now the combined paper.



Claude M. Gray

16,098 Square Miles

previous experience as a Chamber of Commerce secretary proves useful.

THE reader probably has realized ere this that such a galaxy of talent is not the possession of every newspaperman or woman. Nelson's present efforts are the culmination of an active newspaper life which began in Eastern Oregon in 1906. Born in Menomonie, Wis., Nelson received his first training there as a reporter and typesetter while attending high school, from which he was graduated in 1904.

After his arrival in La Grande, Ore., Nelson virtually was the entire news staff of the *Observer*, a daily still published there, handling everything from political reporting to society. He remained on that paper until 1917 when he resigned to take over the secretaryship of the La Grande Commercial club, in which work he continued until 1921 when he founded a print shop there.

While in the commercial organization field, Nelson began publishing a monthly magazine, *The Co-Operator*, a venture he continued from 1920 to 1923. He wrote and published during his La Grande years "Those Who Came First," an authentic history and compilation of Indian legends.

The print shop was operated until 1935 and early the following year he came to Walla Walla.

Nelson was the first permanent secretary of the Old Oregon Trail association, established to promote this highway which is the western end of U. S. Highway 30. He still is a life member of the Oregon Trail Memorial association, of which Dr. Howard R. Driggs, Dean of New York university, is president.

The r.r. was secretary-treasurer of the committee that arranged the Meacham, Ore., celebration July 3 to 5, 1923, which commemorated opening the Oregon Trail highway across the Blue mountains in Eastern Oregon. The high point of this program was the visit by the late President Warren G. Harding, which was just two weeks before that chief executive's death.

THE ability to glorify ordinary news events, which one of his admirers calls "glorifying the commonplace," is one of the secrets of the r.r.'s success. He writes in a chatty, intimate, colloquial style in which the language of the person interviewed is translated onto white space. His style is not that found in the usual news columns, consisting as it oftentimes does of the jargon of various occupations from railroading to growing specialty crops in the irrigated sections of the Northwest.

"A Roving Reporter must have unusual liberties in handling his news, sometimes editorializing a bit, and adopting a friendly attitude, entirely separated from cynicism, toward the subject about which he is writing while attempting always to



A typical example of one of the Roving Reporter's circulation-getting pages.

be as impartial as possible," Nelson prescribes.

Favorable reaction to the Roving Re-

On Writing Headlines

You've got to be a poet,
A mathematician, too,
To write a decent headline—
One that's not taboo.

You cannot end a line with of,
Or to, on, in or at
And nine times out of ten, you'll find
All other words too fat.

You must give every noun a verb
And every verb right tense
Else you might have a sentence
But it won't make any sense.

Remember, too, regards that verb
A passive voice is weak,
And foreign words are not good taste,
Not Latin, French nor Greek.

Give fact and feature, is the rule
Or to that it does amount.
But try to get them both into
A space-eleven count.

—Catherine O'Neill

porter's page has worked from the outside into the city in which the paper is published. Appreciation by home town readers took longer to develop because the majority of his subject matter concerns people and places outside of Walla Walla. And the proof of the pudding is that circulation throughout the 16,098 square mile territory in which the *Union-Bulletin* serves its readers has been steadily increased each year since the r.r. took hold.

GEORGE W. SEIDL (Iowa '35) is now on the city desk of the *Salt Lake Tribune*, Salt Lake City, Utah. A former president of the Iowa chapter of Sigma Delta Chi, Seidl was on the staff of the San Luis Obispo (Calif.) *Telegram-Tribune* before going to his present position.

Miss Bernice Kidd of Beloit, Wis., and **PHIL FORTMAN** (Ohio State '35), Chicago, were married May 1. Fortman, formerly with *International News Service* in Detroit, City News Bureau and National Broadcasting company in Chicago, is handling publicity for the nation-wide celebration of the 500th anniversary of the invention of printing. The celebration is being sponsored by the International Association of Printing House Craftsman.

Papers of Future May Pay Through the Nose

By WILLIAM K. MITCHELL

AS reporters must have a nose for news, so the reading public soon may have to acquire a nose for newspapers.

For the modern newspaper, it appears, is going to have nose-appeal as well as eye-appeal. A slogan such as "Follow Your Nose to Your Favorite Paper" may not be at all inappropriate in the not too distant future.

The man responsible for this new development in newspaper publishing is Lester Yeager, production manager for the Indianapolis *Star*, who has made scented advertising possible.

Not only do ads in his paper entice the nose as well as the eye, but, through his ingenuity, development of the olfactory dimension is sweeping advertising men and advertisers throughout the nation, and rapidly spreading to foreign countries.

MMR. YEAGER'S first "your nose knows" ad appeared in the *Star* Nov. 1, 1939. It was a half-page color ad prepared for Charles Mayer and Co., advertising Aphrodisia perfume. Using a formula he had been working on for some time, Mr. Yeager mixed a quantity of Aphrodisia concentrate into the ink, and the first successful "smell ad" was born!

Before the night's run was completed the entire pressroom smelled like a perfume factory, and veteran pressmen's

overalls smelled like sachet bags for days. In fact, the scent lingered in the *Star* building for nearly three weeks, until reporters almost had to produce affidavits to prove to irate wives where they had spent the day.

But the smell also persisted on the printed page, to such a degree that Mr. Yeager's desk was swamped—and is still swamped—with telephone calls, telegrams, and letters desiring information and offering congratulations on what since has been described as a milestone in advertising progress.

Requests came from newspapers, magazines, advertising agencies, printers, pressmen, and production managers. One of the largest magazine syndicates in the nation sent an urgent request for information stating, "We have made experiments with perfumed inks with no success." Write-ups appeared in *Editor & Publisher*, *Newsweek*, *Popular Science*, *Women's Wear*, *Business Week*, *Advertising Age*, *Printer's Ink*, and in newspapers all over the United States and Canada.

ALL these queries were answered freely and without reserve. Mr. Yeager announced from the first that he would seek no patent or copyright for his unique discovery, and has not hesitated to explain his method to anyone desiring technical information.

TO say that advertising copy "smells" doesn't mean today what it did yesterday—thanks to the development of scented advertising by Lester Yeager, production manager of the Indianapolis *Star*.

Mr. Yeager was a mechanical executive for the Brush-Moore papers in Ohio for 18 years and then with the Pictorial Advertising Corp. of Brooklyn, N. Y., before going to the *Star* in 1937.

William K. Mitchell, who tells the story, is a member of the *Star*'s editorial staff. A graduate of Butler University, he worked for the Greensburg (Ind.) Daily News, the Rushville (Ind.) Republican and the Louisville (Ky.) Courier-Journal, as a reporter and copy-reader while still an undergraduate and was with the Clinton, (Ind.) Daily Clintonian for a while after graduation.



Lester Yeager

Who has given advertising a new appeal.

In his first ad, approximately three quarts of perfume concentrate were mixed into the ink for every 100,000 copies to be printed. The odor was confined to the one ad alone by means of a separate Goss-Taylor type ink fountain, which fed ink to the scented ad only, while the remainder of the paper was printed from the regular fountains. The secret of his success lies in the manner in which the perfume oils and perfume are combined with the ink, Mr. Yeager asserts.

Soon after the printing of the *Star* ad, scented ads began to appear in newspapers all over the country. The Chicago Tribune applied the idea to an Allied Florists' Association of Illinois ad in which a full page, two-color layout was impregnated with the bouquet of roses. Other papers used the perfumed scent to advantage, among them the Minneapolis (Minn.) Times-Tribune, the Tulsa (Okla.) Tribune, the Rochester Sun, and the Atchison (Kan.) Globe.

The Globe went even a step further and printed a candy ad impregnated with the odor of peppermint. And so, what started out as a private, home experiment with Mr. Yeager, has become a sweeping fad, and shows great promise of opening hitherto unheard-of advertising channels.

ANOTHER interesting angle to the "smell ads" is the way in which the idea is being received by the Federal Trade Commission. Definite reports from the Commission are not available but its members are watching the trend closely, as it opens a new avenue for checking "misleading" advertisements in case the odor represented in an ad does not match that of the actual product.

Still other unforeseen developments brought to light include a letter from a thrifty Indianapolis housewife, directed to Mr. Yeager, and requesting extra copies of the first perfumed ad with which to line dresser drawers. And a letter

[Concluded on page 14]



William K. Mitchell

There's Art in the Comic Strip—

Raeburn Van Buren Finds Satisfaction in Penning Story of 'Abbie and Slats'

By C. EDMONDS ALLEN

RAEURN VAN BUREN, for years one of America's best-known illustrators of stories, is having great fun telling stories in picture form in the popular newspaper comic strip "Abbie an' Slats."

A glance at Van Buren's earlier career will show how natural such a transition is. Within the last several years he has drawn pictures for a tremendous amount of magazine fiction. For the *Saturday Evening Post* alone he has illustrated more than 300 pieces. And for other national periodicals of prominence he has done at least as much more. His work has appeared in *Collier's*, *Redbook*, *Cosmopolitan*, *Liberty*, *Good Housekeeping*, *McCall's*, to mention a few.

This of course has entailed reading the stories with special care. Van Buren, before he could express in line the characters, the dramatic situations, the background the authors had outlined in print, necessarily first had to consume and digest thoroughly the material which came to his hand. His attention was forced to be close. And if his interpretations were to be true and alive, his interest in what he was interpreting must be likewise. From such an impetus, it is understandable what a short step it would be to more complete participation in fiction. A mind full of stories is a mind thinking in terms of stories.

VAN BUREN is enthusiastic about his new enterprise. He is as engrossed as any reader in the fortunes of the tough city

youngster and his motherly spinster aunt. And into representing them, in gesture, in mood, in character, as clearly and intimately as he knows them in his own mind, he puts forth prodigious effort.

Generally Van Buren works seven days a week. It does not take him quite that long to do the six "Abbie an' Slats" strips. But in conjunction with his other work, the demands that magazines continue to make upon him, it packs his schedule to the explosion point.

Some of Van Buren's friends urge him to give up his magazine illustration. And he himself, if he felt himself free to do so, very likely would. It is not that he needs the work. It is that the work needs him. Editors know that his stuff clicks. And those same editors, when Van Buren came back to New York after the war, remembered him, gave him assignments when he needed them. He cannot today bring himself to forget their remembering. When they call upon him, he complies to the limit of his ability. He gives them every moment he can spare after "Abbie an' Slats" are taken care of.

Every moment is not very many. For into his strip Van Buren puts everything that he can. Both editors and readers have said that "Abbie an' Slats," in addition to its human, rooted-in-the-soil story, has raised the comic strip to new artistic highs. Van Buren, from the moment he began thinking about it, determined that it should, if he could manage it. He be-



Raeburn Van Buren

lieves in beauty. And this for two reasons: because it satisfies him, his artistic sensibilities; and because it satisfies people.

HE draws an analogy here to homely things people use, such as kitchen utensils.

"When I was a kid I remember that the only color saucepans came in was a sort of blue, speckled stuff, like a Plymouth Rock hen. They were hideous. And for a long time, no one thought anything of it. They seemed to think that as long as a thing was useful, as long as it served its essential purpose, it was as good as need be. It was a revolution when somebody made saucepans white.

"It was also something of a revelation. Because women loved them. They wouldn't have anything else. Because they were pretty. They could be more than used. They could be looked at, admired. Today, of course, white is only one of the colors such things come in. They have green ones and yellow ones and blue ones and red ones. They're one of the things that have made the modern kitchen one of the pleasantest rooms in a home. The old black range and the Dominique hen pots are no more. They were all very well in their day. They served their purpose. But the new, bright, streamlined designs are better. Because they have beauty. Beauty is fun.

"The same thing goes in newspaper art. Given something to express, I think it should be expressed as well as possible in its drawing. It should not be complex. Newspaper printing requires decisive, simple drawing. But that doesn't rule out the care that brings about accent and grace and balance of composition. Beauty can be had with a few right lines. And I try in every single panel to get those



Abbie an' Slats



The Beverly Hills Citizen appears weekly in three well-printed and attractive sections.

OUR particular problem on the Beverly Hills Citizen has been that we are a country weekly in the middle of a metropolitan field.

Beverly Hills is an incorporated city completely surrounded by the city limits of Los Angeles. We have our own City Hall, our own police, fire and general administration. As Beverly Hills is surrounded, so is the Citizen, by large metropolitan dailies—six of them—more dailies than any other city except New York and Philadelphia.

The Citizen is published every Friday. It runs from 28 to 36 standard size pages in three sections. Our press is well adapted for color, and we can usually run at least two colors on the outside page of each section.

We have good local news coverage. In spite of the three morning and three evening dailies (not to mention two daily motion picture trade papers), a citizen of Beverly Hills, if he is interested in our business or civic development, must read the Citizen to be informed. But, over and above this group of civic-minded people, we have been trying to reach a more general audience. This necessitated some new editorial ideas.

THE first idea we hit upon was a thing we called the "take-out."

The word was coined by Time magazine to indicate a complete, background type of article. Usually, Time's cover story is a full "take-out." Then, from the American Weekly, we borrowed the make-up, and the result was a full page of research material, fully illustrated by pictures, drawings, graphs and charts. Color was used extensively.

Right off the bat, we did away with column rules and the standard system of columns. Now, each "take-out" is especially designed, and the type is measured to fit around the article. In other words, it is a magazine page with magazine layout and everything designed to hook together as a unit.

Editorial Experiments Give Weekly,

Reaching Ne

By BILL RO

Publisher, Beverly Hills

Directors and the manner in which they tested out the efficacy of their carefully written campaign slogans.

We tried to cut through the millions of words of political bombast to research an article that students of political science could use in years to come.

In this "take-out," as in others, we assumed our readers to be intellectually mature; that the daily newspaper coverage on a story increases—does not decrease—the interest in that story; and that our "take-outs" should begin where the ordinary newspaper feature story ends.

Of course, we are hard put some weeks to dig up a really interesting "take-out," but there are lots of odd businesses here in Southern California—a publishing house that prints only astrological publications, a man who makes furniture from grass and weeds, and then there's that old standby: Where the taxpayer's dollar goes in Beverly Hills, and a photo history of Beverly Hills, and how our largest department store is operated (with figures taken from the Securities and Exchange Commission records)—we use articles of this type whenever we can't think of any better.

THE second editorial idea we are using at the Citizen is the "Leader Editorial."

In common with most newspapers, we found our editorial column was seldom read. In addition, it was difficult to make



Here is a typical example of one of Bill Rogers' "take out" pages.

NOT all of the experimenting being done on the Beverly Hills (Calif.) Citizen under the direction of the late beloved Will Rogers. His experiments in "leader editorials" as a new weekly publication were not adequately in the accompanying article done by wide-awake young editors and pub

One of the most interesting examples of the experiments being done on the Beverly Hills (Calif.) Citizen under the direction of the late beloved Will Rogers. His experiments in "leader editorials" as a new weekly publication were not adequately in the accompanying article done by wide-awake young editors and pub

On second thought, it's hardly fair to call them "experiments." They have been established longer. Their worth has been proven long ago.

Bill Rogers chose newspapering as a career after leaving Stanford University. He has rapidly won a place among the best of fellow publishers since taking over the Citizen. The job he is doing—and perhaps he is

Weekly, Surrounded by Dailies, Ways of New Readers

BILL ROGERS

Beverly Hills (Calif.) Citizen

the editorial column controversial enough to be exciting without occasionally going off the deep end. Then too, the editorial column is supposed to have the entire weight and standing of the newspaper behind it, which is often more of a detriment than an asset, especially in discussing problems where you are not sure yourself.

So we needed a space where we could "sound off" on occasion without completely involving ourselves, also a space where we could, at greater length, analyze important problems and illustrate our points with pictures, quotations, graphs and charts. Also, a space where, at really vital times, we could throw the editorial weight of the paper behind a certain measure and get sufficient display to make our message effective (as most papers use a front page editorial).

The result was the "Leader Editorial." The make-up came from England, where the British newspapers will give a quarter of a page at the top center over to a single "Leader Editorial." In a sense, this idea is a modification of the old Hearst Sunday editorials, the ones that, with their drawings, filled a full page.

HERE, too, the success of the idea depends entirely upon the subject matter. Our first "Leader Editorial" was on the Beverly Hills parking problem (which is acute). We discussed a report by the

City Traffic Engineer and buttressed our editorial points with statistics from his survey.

In the center of the editorial, we ran a map of the business section, with buildings erected in the last six months in color, and pointing out that these new stores not only took up potential parking space, but attracted additional automobiles to the district. Every six months or so we re-run this same map and add the new buildings in red. This graphic and constant reminder has already achieved some results towards getting a central parking plan in Beverly Hills.

Another "Leader Editorial" was an analysis of a coming presidential election. We eschewed generalities, "general trends" and what "informed people thought." Instead, we listed the electoral votes of the states, spoke of the potent political patronage machines that operate in the principal cities and tried to show that the seven largest states have a "balance of power," and that, in most of the states, the Democratic political machines are so firmly entrenched in the big cities and relief patronage so firmly entrenched in the country, that a Democratic victory, no matter who gets the nomination, seems assured. The Citizen is a Republican newspaper, but its "Leader Editorials" are factual and not wishful thinking.

Typical "Leader Editorials" are: a financial background of the war, with statistics from the stock exchanges of the world; a lambast at New York, exclaiming that New York's attempt to move the movies back East is basically a case of thwarted ego.

In general, our "Leader Editorials" roughly conform to the spot news of the day—local and international. In them, we try to give a background appraisal of events, at greater length and with better illustration and make-up than is possible in just an editorial column.



Bill Rogers

Flashes

[Continued from page 5]

quarters and in London, where it was flown by airplane in the first part of the war, but arrangements were made later for them to file in some instances through Paris or other French points.

GERMANY for months refused permission for correspondents to visit the conquered Polish territory. News from Polish areas came through the official Nazi agency, *DNB*, or from refugees who slipped across the frontier to neutral countries.

Several "conducted" tours were made to Poland by correspondents from Berlin while the war there was still in progress and occasional trips were made to the western front on the same basis, but for the most part the Nazis kept reporters in Berlin.

When the Finnish war started, the official Soviet news agency, *Tass*, distributed long dispatches written "at the front" by special correspondents for Soviet newspapers. These continued for a short period, describing the Russian advance into Finland, then ceased. Repeated requests by foreign correspondents to go to the front or even to the Leningrad military district were refused.

CENSORSHIP exists in some form in almost every European country, including the neutrals'. It applies chiefly to military information but, directly or indirectly, to other dispatches, too.

In British and French territory everywhere there is the normal form of censorship. It is iron-clad on military subjects of a specific nature. In Britain, it is less rigid on political subjects than in France. The Russian censorship is now as rigid as in the early post-revolutionary days.

Germany still does not have a formal censorship except on military matters but the result is about the same. A corre-

[Concluded on page 14]



This editorial page—with a "leader editorial" at the top—challenges reader attention.

THE WRITE OF WAY

By William A. Rutledge III

Miscellaneous Markets

HERE are a few odds and ends in the manuscript market, which your scribe can recommend from the standpoint of first-hand dealings with them. They are better than average in remuneration, and while they don't buy armfuls of manuscripts, they are a feather in any writer's hat to crash.

Future—This is a magazine for young men, published under the auspices of the United States Junior Chamber of Commerce. Editor Felix B. Streyckmans buys feature articles and pictures of attainments of young men. Published at 134 N. LaSalle St., Chicago.

The Wheel—One of the Class AAA house organs, splendidly printed and brilliantly edited by Walker G. Everett, who had made quite a name for himself in the advertising agency field before taking up this post. Buys illustrated feature articles, with favoritism for travel pieces, of from 500 to 1,500 words. The payment is indeed handsome. Published by The Studebaker Corporation at South Bend, Ind.

Louisville Courier-Journal—Sunday Editor Cary Robertson is interested in feature articles with Kentucky or southern Indiana background. He buys a lot at modest rates and pays upon acceptance. The address, of course, is Louisville, Ky.

Chicago Sunday Times—Karin Walsh in the editorial chair is an alert and friendly editor. Knows what he wants and it is not historical résumés. Anything punchy of Chicago or national interest is eligible for the "Go" sign. And you won't object to the size of the check.

Turf & Sport Digest—Fiction that runs from 4,000 to 6,000 words and feature articles from 3,000 to 5,000 words. Payment is under a cent a word but it takes a lot of copy to fill up their pages. Background

of racing is virtually imperative although an occasional boxing piece is purchased. Edited by Edgar Horn at 511 Oakland Ave., Baltimore, Md.

American Mercury—Has staged an emphatic revival under the editorship of Eugene Lyons. Belongs in the quality group and features articles on social and economic matters, often from an international standpoint. A query will advise you as to the extent of interest in a proposed article. Prompt report, 4c a word, on acceptance.

True—One of the Fawcett group of publications. Prided itself for a while in being "America's Most Sensational Magazine." Goes for gory stuff and has no taboo on the sex. Murder cases and scandal involving big names, as well as rackets and swindles, find a receptive reading here. Horace Brown is the editor with offices at 1501 Broadway, New York City.

Caravan—House organ of the Hotel New Yorker, edited by W. S. Nakos, and a first-class publication. Prefers shorts in articles and fiction, not over 2,500. Pays 1c a word on publication. Nothing controversial, but light and breezy and sophisticated material. The address is Hotel New Yorker, New York City.

National Weeklies, Inc.—Miss Dorothy Leicht is in charge here. Payment is moderate but open and ready market. Publications slanted towards the rural and small-town housewife. Uses fiction of from 2,500 to 3,500 words and feature articles. The address is Winona, Minn.

Grit—Editor Frederic Manson buys stacks of manuscripts at rock bottom prices. Among the purchases here are productions of the big and ex-big names in the fiction field. They are, apparently, stories which have been unable to make the grade at higher class markets. A lot of good stuff gets into their pages. Has an enormous circulation in the rural field. The address is Williamsport, Pa.

Contests

Harper & Brothers have announced the Harper Prize Novel Competition for 1940-41. To the author of the best novel, as determined by the judges, Josephine W. Johnson, Clifton Fadiman and Louis Bromfield, the publishers will pay \$10,000, as follows: \$2,000 as an outright prize, independent of royalties, payable on announcement of the winner, and \$8,000 as a minimum guarantee of royalties to be paid six months after publication.

Highlights of the conditions follow: 1. Any author shall be eligible for the prize who is a citizen of the United States and who has not published a novel in book form prior to Jan. 1, 1924. 2. Only manuscripts of unpublished works, submitted to Harper & Brothers before Feb. 1, 1941, and accompanied by a statement of the author or his representative that the manuscript is submitted in competition for the prize, shall be considered. No other entry form is needed. Packages should be addressed: Harper Prize Novel Contest, Harper & Brothers, 49 East 33 Street, New York. 3. All manuscripts submitted in competition must be offered to Harper & Brothers for publication on terms to be arranged between the author and publisher. The successful work shall be chosen from among those manuscripts accepted by Harper & Brothers for publication, and the outright prize shall be in addition to and independent of the royalty to be arranged for in the usual way. 4. No manuscript containing less than 30,000 words shall be considered as a novel for the purpose of this competition, and preference will be given in general to works of full novel length (60,000-100,000 words).

In the interest of stimulating among the American people a better understanding of the principles of private enterprise, B. C. Forbes, editor and publisher of *Forbes Magazine*, announces a nationwide contest on "Why I Favor Private Enterprise," open to all. Ideas and expression of feelings about America's tested and tried system of free enterprise will count more than literary ability. Papers should not exceed 1200 words.

First prize will be \$200 and regular space rates will be paid contestants whose papers are published in *Forbes*. The contest closes midnight, July 31, 1940.

The Macmillan Company announces a competition for the best garden book manuscript by an author who has not published a garden book previously. The award will be \$1,000.00; \$500.00 of which will be an outright payment, and \$500.00 an advance against royalties.

The competition will close Nov. 30, 1940, and the award will be announced Jan. 2, 1941. The final judges of the contest will be Carol Fleming, Channel Bookshop, New York City; Elizabeth Hall, Librarian, New York Botanical Garden; and H. S. Latham, Vice-President and Editor of the Macmillan Company.

Brochures giving the conditions of the contest, together with entry blanks, may be secured from Prize Garden Book Competition, The Macmillan Company, 60 Fifth Avenue, New York.

Market Tips

Masonic Observer, 440 S. Dearborn St., Chicago, is seeking correspondents in numerous towns and cities throughout the country. Membership in the Masonic fraternity or O. E. S. or connection as the son of a member is necessary.

People & Places, 3333 N. Racine Avenue, Chicago, is interested in getting well illustrated articles that feature the De Soto car as the hero. No "travel" material is desired but yarns that tell of unusual experiences with the car will be welcomed, particularly if they have an unusual personality angle or twist. All manuscripts must be accompanied by a selection of pictures as each yarn carries 6 to 8 shots.

While Frederick O. Schubert, editor, will gladly answer inquiries, it is pointed out that all De Soto dealers are literally reporters for **People & Places** and writers with an idea will find it profitable to inspect the magazine and discuss possible features with their local De Soto outlet. They have been requested to cooperate with free lancers.

Other material centered around unusual personalities without the De Soto tie-up is also sought but special rates and attention will be given the car-angle yarns. Payment is upon acceptance and varies dependent upon the merits of the piece. As the need for this material is urgent, writers looking for a lead can cash in quickly by an immediate study of their field for **People & Places** personalities.

How Can Weekly Newspapers Get More Advertising?

Every available survey, statement or practical demonstration pointing the way toward increased lineage—foreign, local or classified—is analyzed in THE AMERICAN PRESS magazine, the only magazine devoted primarily to the advertising problems of small town newspapers. Subscription only \$1.00 a year.

THE AMERICAN PRESS 225 W. 39th St., New York

Some Reasons Why Reporters Shouldn't Squirm If Told "Take an Obit!"

By DAN MAGILL

Associate Editor, the Athens (Ga.) Banner-Herald

THE story that really gets next to the reader is the one that tells about something—no matter how insignificant—that he has done, or that tells something about some member of his family.

That is why people so deeply appreciate sympathetic news stories about members of their families who die. Occasionally, a newspaperman encounters a family that expresses a preference for the briefest possible report of a death in its circle. They are the same people who prefer a meager announcement, with no trimmings or references to distinguished ancestors, whenever a son or daughter of the family marries.

With these exceptions, most people like it very much whenever a newspaper gives an adequate biographical sketch of a dead person close to them or enumerates the attributes of a bride-to-be with proper treatment of family history.

IN my opinion, a newspaper can build more good will by proper treatment of deaths and funerals than in any other single way.

Yet, this is a phase of newspaper-making that has not been developed. Small town weeklies or dailies could, it seems to me, profit immeasurably by exploiting it to its fullest extent.

To do this would, no doubt, mean that additional reporters would be required, also that considerable more white space be devoted to such matter than is now the case.

In most instances, at present, the news accounts of deaths are too brief. That is due partly to the lack of time available

for the preparation of such stories. Newspapers obtain information about deaths and funerals principally from undertakers and, while they have blanks for the compilation of information, it is limited to a few essential facts such as the place and date of birth, survivors, fraternal and religious affiliations, time of funeral, pall-bearers, and similar data.

Then, too, a reporter assigned to write an obit is usually anxious to get the job over with as quickly as possible—particularly if the deceased is unknown to the reporter.

Many newspapers, the larger ones included, delegate the unwelcome job of reporting deaths and funerals to cubs who are unlikely to realize the importance of this type of newswriting.

IN this connection, the importance of maintaining a newspaper morgue has been stressed repeatedly. But many people get into the news very little, some not at all, making it difficult to get information about them without personal interviews.

We undertook on our paper to build a file of information about a large number of our citizens but discovered that it required a lot of time and, after a brief trial, gave it up and have been doing the best we could with reports of deaths and funerals which we realized were inadequate in most instances.

In a few cases, of course, we have practically complete biographical data to be used in the event of death, but most news reports of deaths are considerably briefer than we would like them to be.

IN these days, when newspapers are thinking more than ever of getting and maintaining reader interest, reader appeal and reader good will, we believe the accompanying article on the bane of most reporter's existence—"obits"—will be both interesting and significant.

Dan Magill has been newspapering down Georgia way a goodly number of years. The son of a weekly newspaper publisher, he became a reporter on the Athens (Ga.) Daily Herald in 1919 after days as a student at Mercer University and the University of Georgia. He has served as city editor and managing editor of both the Athens Daily Times and the Banner-Herald and is now associate editor of the latter paper.

He has directed a Federal Writers Project, directed publicity in two gubernatorial campaigns and has served as Athens correspondent for various newspapers in and outside Georgia.



Dan Magill

IT is possible that this phase of newspaper-making will be developed to its fullest possibilities not by the newspapers themselves but by the undertakers.

The undertaking business is a highly competitive one and, due to its nature, competition is difficult to meet.

Undertakers have been known to employ round-about-ways to build up goodwill with the people and bring business to themselves. In fact, much of their advertising must be indirect. It would not be appropriate to hold special sales days for coffins, or caskets. Nor would it be proper to advertise that on Thursdays, Fridays and Saturdays all funerals will be half-price, or furnished at 20 per cent discount.

So I will not be surprised if an enterprising journalism graduate, in search of a job, someday persuades an enterprising undertaker, who can afford to pay a reasonable salary, that he needs a reporter on his staff to compile data and write adequate news reports of deaths and funerals handled by that undertaker.

You can see how families would appreciate an undertaker who obtained detailed and adequate newspaper stories about someone in their circle—and they would be likely to employ that same undertaker in the future!

ROBERT S. MATTHEWS, JR. (Florida '35), of the day city news staff of the Wilmington (N. C.) *Star-News*, has been appointed publicity manager for the Propeller Club of the United States, Port of Wilmington, which is actively supporting the development of needed rivers and harbors projects in Southeastern North Carolina and the furtherance of an American Merchant Marine.

ED CODEL (Minnesota '36), Chicago representative for *Broadcasting* magazine, entered Grant Hospital April 11 for an appendectomy.

Training Rookie Reporters

[Concluded from page 4]

object) and thus he becomes familiar with the problems of the composing room; he doubles in the advertising when a merchant brings an ad to the office and the regular man is not in, so he becomes familiar with advertising methods and problems; he hears complaints directly from the persons with grievances and learns the value of careful fact-gathering and writing; he is close to every operation in the plant and knows, from first-hand knowledge, of the things with which a publisher has to contend.

He learns these things gradually, but if he is made of the stuff from which good newspapermen are created, he learns them well.

But above all else he learns loyalty. For on a small paper the embryonic newsman is not an inconspicuous cog. He is, to a large degree, the newspaper itself and is so regarded in the community. He comes to feel an intense pride in his accomplishments and in the success of the newspaper. Instead of looking with disdain at the advertising department, he will be delighted with its successes and eager to give it such help as he can. Because he will have a considerable voice in the handling of stories, he will identify himself to a degree with the management. And, perhaps most of all, because the job requires it, he will work long hours and like it. He will view his work as a continuing job of production and not as a series of isolated stories to cover.

NOW to return to the other possibility. It is the establishment of a working agreement with existing small-city dailies. Many of the values to be found in training on a weekly exist in the same degree on a small-city daily although there is not

the same opportunity for diversification. If the purchase of weekly papers for farms is not feasible, one or more competently managed small-city dailies can be contacted.

It is likely that the smaller paper would agree to take one or two men acceptable to the metropolitan daily if it could have certain assurances. These likely would include retention of the trainee for a specified minimum time, certain benefits in the way of special news and picture aids on stories of interest to their locality, and perhaps various others. Knowledge that the trainee's incentive to work on the larger paper would offset a fairly low salary, also would be stimulating to its interest.

In exchange, it is likely that the smaller paper would be willing to adopt the style of the larger, permit a supervisor to work with the trainee and give him some time off at intervals to allow "acquaintance visits" to the city.

IF the quality of metropolitan newspapers is to improve, and few, after a cursory survey of the leading ones would be so complacent as to say it is not needed, some such attack must be made on the problem. It will not solve itself.

Just how much time is lost, how many libel suits are incurred and how many youngsters waste their time and add to the woes of editors, re-write men and copy desks because of improper or inadequate foundations is conjectural. But these losses are not slight nor are they inexpensive.

They should be ended; and if the farm system will do it, the future for reporters and publishers alike will be better for its establishment.

it should tie it up again, make it stronger than before. He was in Paris after hostilities ended. He managed to evade being sent home for sufficient time to enable him to study at the Beaux Arts and the Julian Academy. He landed in New York later, in 1919, with his \$60 from the Army and the hope that editors would remember him. They did more than that. They welcomed him. He soon felt flush enough to risk the responsibility of marriage. His wife was a girl from back home in Kansas City.

The big money and the big name came a few years thereafter. In 1924 he did his first illustration for the *Saturday Evening Post*. A few more, and he had bought his present country home, in Great Neck, Long Island. There he lives now with his family and with the work he likes better than anything he has ever done, "Abbie an' Slats."

Flashes

[Concluded from page 11]

spondent is held responsible for what he sends out and often may be criticized or warned and sometimes is expelled.

Communications lines were disrupted when the war started but since have been reorganized to a point where service generally is about as fast—when the censor gives a story the green light—as it was in peace time. The *United Press* bureaus use telephone and telex (telephone line printers) to relay to the cable head for the most part as telegraph is slow. Time of transmission varies widely and there is now NO urgent rate from London to New York, for instance, but averages to New York are about: five minutes from London; 10 minutes from Berlin; 15 minutes from Rome; 20 to 30 minutes from Finland.

Nose Appeal

[Concluded from page 8]

from a large theater asking whether it would be possible to mix the perfume scent into paint with which to paint the walls of theater rest rooms!

As yet, scented ads have come only from the fields of perfume, flower and candy advertising, but the future is practically unlimited. It is hard to realize just what the newspaper of the future will be like, if it is filled with contrasting smells as well as contrasting colors, but the idea is more than a new fad. A new field of advertising has been pioneered and it is certain that where possible "nose appeal" will vie with eye appeal as an advertising medium from now on.

JOHN D. WILSON (Iowa State '29), market editor of the *Chicago Daily Drovers' Journal*, resigned, effective April 1, to become assistant marketing specialist for the Packers and Stock Yards administration of the Agricultural marketing service, U. S. D. A., in St. Louis. Wilson had been with the *Drovers' Journal* since 1930.

Art in the Comic Strip

[Concluded from page 9]

lines right. How well I succeed I can't judge. But I know how hard I try."

TRYING hard is a characteristic that goes a long way back in Van Buren's career. It began, in so far as art is concerned, when he had three years still to go at Central High School in Kansas City. He attempted then to become a newspaper artist. He formed what he calls a semi-pro association with the *Kansas City Post*. He drew sports cartoons and got sports passes for pay. The *Post* tired of this arrangement before Van Buren did. It permitted him, after a period, to devote his entire attention to his academic interests.

But it did not permanently daunt him. Soon after he finished school he found an art job with the *Kansas City Star*, with a salary of real money. And no sooner was this work under control than he again undertook extra-curricular activity. He drew cartoons and after a time

sold one to *Life*, for nine dollars. With this capital and rather more gained from the sale of a lot he had bought on the instalment plan, he went to New York.

Nobody captures New York with a single shot. But Van Buren, in contrast to many who lay siege futilely for many years, won a foothold fairly quickly. He had his spell of thin times, when he shared a studio in the West Fifties with a tenor and spent his days and nights between there and editorial anterooms and the Art Students' League. But insecurity did not last too long. He began to sell work, to be asked to do more, to make enough money to take a studio by himself. He was going great guns when the war broke out. He put a to-be-continued line on his career, enlisted in the 107th Infantry of the 27th Division, went to France, to the front. He was there at the Armistice.

The war had snipped his career in two. But Van Buren contrived that thereafter

• THE BOOK BEAT •

Radio Antics

MONKEY ON A STICK, by Henry W. Clune. 314 pp. William Morrow & Co., Inc., 386 Fourth Avenue, New York, N. Y. \$2.

Here is a lively, satiric comedy woven around a radio studio which would be impossible against any but an American background.

It concerns chiefly one Chester Pentrose Willoughby, meek and flop-eared proprietor of a small furniture store who is high-pressured into buying radio time on a small station.

Chester, who spends his idle moments penning letters to the editor of his favorite newspaper, decides he has a "message" to give the world and devotes his radio time to so doing, more or less neglecting to plug his furniture business. By the time his contract expires, he has become "a radio personality" and gets a manager and sponsor.

Things begin to happen quickly, and it isn't long before our hero is hailed as Presidential timber. But a blond named Cathy proves his Delilah and saves the country from a Willoughby in the White House.

It's a merry, nose-tweaking tale that those who dislike radio will particularly enjoy. Henry W. Clune, the author, is a veteran newspaperman and columnist on the Rochester (N. Y.) *Democrat & Chronicle*. This is his second novel, his first, "The Good Die Poor," having been published in 1937.

Villard Recalls

FIGHTING YEARS, Memoirs of a Liberal Editor, by Oswald Garrison Villard. 542 pp. Harcourt, Brace & Co., 383 Madison Avenue, New York, N. Y. \$3.75.

There could be no more appropriate time for the appearance of this revealing autobiography by the former owner-editor of the *New York Evening Post* and the *Nation*, than the present.

Once again a world has gone to war. Once again the United States is being pulled this way and that by appeals, propaganda, satire and even insult, in an effort to get this country into the mess. The pressure comes from both within and without.

Would that every American could and would read this illuminating report of the events and men that got the United States into Europe's last war; the secret treaties that Europe tried so hard to keep from the United States; the heart-breaking failure of President Wilson and the Peace Conference to make a peace that would be lasting.

Oswald Garrison Villard, almost always found on the liberal side of public questions and affairs, usually the unpopular side at the time, has long been a fighting liberal who believed in saying and print-

Book Bulletins

I'VE MET THE FOLKS YOU'VE READ ABOUT, by Laert St. Clair. 308 pp. Dodd, Mead & Co., 449 Fourth Avenue, New York. \$2.50.

The lively reminiscences of a newspaperman whose career began in a little midwestern town and eventually landed him in Washington and other points as a member of the Associated Press staff.

This was followed by years spent in writing advertising, publicity, special articles and speeches. He took a flier in publishing a weekly, by remote control, and then resumed his role as an adviser and aid to public figures.

Mr. St. Clair previously has written "The Story of the Liberty Loans," "Transportation Since Time Began," "Juggling the Heavyweights" and "Getting the Public Eye and Ear."

THE MODERN NEWSPAPER, by John E. Allen. 234 pp. Harper & Bros., 49 East 33rd Street, New York. \$3.00.

Taking up where his first book, "Newspaper Makeup," left off, John E. Allen, editor of Lintotype News, and as responsible as any one man in the country for modernizing the makeup of America's newspapers, continues his crusade for better looking, more readable newspapers.

He cites the need for change in the appearance of papers, presents more than 100 illustrations showing examples of modern headlines and makeup, tells and shows how to handle departments, summaries and other new trends in news presentation, and discusses recent prize-winning papers.

THE ALL-AMERICAN FRONT, by Duncan Aikman. 344 pp. Doubleday, Doran & Co., Inc. \$3.

To the already imposing shelf of significant books treating of relations between the United States and her neighbors to the South, is added this brilliant and realistic appraisal by a veteran newspaperman who for 30 years has been writing news stories of local, national and international affairs with a Main Street point of view tinged with Hoosier humor.

Mr. Aikman (whose books include "The Home Town Mind," "Ca'amity Jane and the Lady Wild Cats," "The Taming of the Frontier," "A Primer of Prohibition" and—with Blair Boiles—"America's Chance of Peace") claims Terre Haute, Ind., as his home town. Exeter and Yale were followed by a journalistic career spent chiefly with the *New York Evening Post* and the *El Paso Times*.

ing what he thought was right, despite the consequences.

The chapters in which he writes of his father, Henry Villard, Civil War correspondent, foreign correspondent, and railroad organizer and builder, his mother, Fanny Garrison Villard, only daughter of William Lloyd Garrison, famed abolition leader, and his early days in journalism are filled with interest.

But it is when he begins to go behind the scenes of men and events that have shaped and changed the course of the United States during the years that his story begins to have historical significance.

There are his charges that the Spanish-

American war was a needless waste of men and money; that it never need have been fought; that "the blood of every American who died in that war and in the subsequent Philippine hostilities rests squarely upon the head of William McKinley."

But most significant of all is his tracing of the career of Woodrow Wilson and how he came to the fore politically, followed by the chronicle of America's drifting toward war; of friction with Great Britain, then as now, over interference with American shipping; of Wilson's note writing; of America's part in the war and the "peace" conference that followed.

These are chapters that should have widespread reading in times like these, for America surely is facing much the same situation she was 25 years ago.

Books and Authors

William Heyliger, outstanding writer of books for boys, who recently discussed his work in *THE QUILL*, went to the western apple country for the background of his most recent book, "Son of the Apple Valley," published by D. Appleton-Century. In telling the story of Chris Corbin, who has to take over his father's responsibilities, Mr. Heyliger weaves in authentic information about the apple industry—orchard work, storing, packing, shipping and selling.

"Broken Pledges," by Sir Philip Gibbs, is described as "the first novel of the second World War." It portrays events abroad as seen through the eyes of a young American foreign correspondent. It is published by Doubleday, Doran & Co., Inc.

Writers with the most ambition live either in New York or Illinois. This fact is indicated by the number of inquiries received concerning the prize novel contest being sponsored jointly by J. B. Lippincott Co. of Philadelphia, and Hodder and Stoughton Ltd. of London. With New York leading and Illinois second, 42 states are represented in the inquiries arriving at the publisher's office, and aspiring writers in Brazil, Canada and Honolulu have written in for more information. The contest, conducted for the purpose of finding a new talent in the field of the romantic novel, will close June 30. The prize is \$2,500 outright, a foreign travel award, and \$2,500 a year for four years.

FREE

Tells you where to sell fiction, radio scripts—what material trade papers and syndicates want—how to win cash prize contests. This nationally-recognized magazine has helped both new and established writers for 20 years. For your free sample copy address Writers' Market and Methods Magazine, Dept. M, 6362 Hollywood Blvd., Hollywood, Calif.

WRITERS'
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MAGAZINE

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Irvin S. Cobb
Jim Tully
Orson Welles
Kathleen Norris
Don Blodding
Louella Parsons

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Kiper's Kolumn

By JAMES C. KIPER

Executive Secretary,
Sigma Delta Chi

OFF to a good start is Sigma Delta Chi's newest undergraduate chapter at Michigan State College, East Lansing. Installed April 4 by SDX President Elmo Scott Watson and four past national presidents, the chapter starts its SDX affiliation with a strong and enviable year-around program.

Among the activities are the publication of the student-faculty directory, sponsoring open house for all journalism students at the beginning of each new year, sponsoring the annual Michigan Inter-collegiate Press convention, dramatized campus newscasts over the college radio station, participating in the staging of the annual Publications banquet, and holding regular weekly professional meetings addressed by professional newspaper and other publications men. The members of the chapter hold most of the key positions on the campus publications.

Assisting President Watson in the installation were: Lee A White of the Detroit News; George A. Brandenburg, Chicago editor of *Editor & Publisher*; Robert B. Tarr, state editor of the Pontiac (Mich.) Press, and Ralph L. Peters, roto editor of the Detroit News and editor of THE QUILL.

The new chapter is composed of 14 active members. Four professional members were initiated as charter members. All six members of the faculty of the department of journalism and publications are members of SDX. Eight pledges are to be initiated before the end of the college year.

We salute the new chapter—bringing the fraternity's chapter roll to 42—with a feeling that it is a definite asset to Sigma Delta Chi, and that it will serve journalism at Michigan State College and the State of Michigan well.

LLOYD LEHRBAS, Associated Press roving correspondent in Europe, spoke to the SAN FRANCISCO professional chapter April 4 in the Press Club about his experiences during the last several months. Lehrbas' talk was "off the record" except for a few personal experiences. The speaker said perhaps the greatest thrill in his career came last September when Premier Calinescu was assassinated in Bucharest almost in front of his eyes. Lehrbas scored a beat of an hour and a half on the story because the censor clamped down on communications immediately after he had telephoned the story to the AP bureau in Copenhagen. . . . James Wright Brown, Sr., president of *Editor & Publisher*, 1921 national honorary member of SDX, was guest of honor



Among the eight members of the Inland Daily Press association initiated by the Northwestern University chapter into professional membership during the association's meeting Feb. 20-21 in Chicago were a father and son, shown above. They were the father, Frank E. Noyes (left), publisher, the Eagle Star of Marinette, Wis., and the son, Linwood L. Noyes (right), publisher, the Ironwood (Mich.) Globe.

at a meeting of the American Institute of Journalists (LOS ANGELES professional chapter), April 12. Brown was returning to New York from a six weeks' vacation in Hawaii.

Members of the WASHINGTON & LEE chapter published a four-page tabloid newspaper, "Convention Gazette," April 25, in connection with a mock convention of the Republican party, held on the campus. "Senator Charles L. McNary" of Oregon won the nomination on the 17th ballot. The newspaper carried stories about the leading candidates for the presidency, together with sidelights of the meeting. The mock convention was the eighth which has been held on the campus.

The MARQUETTE and MILWAUKEE chapters observed the 31st anniversary of SDX, April 28, with a dinner meeting. Walter Belson (Marquette Professional) presided. Milwaukee's youthful mayor-elect, Carl Zeidler, was a guest. Howard Clark (Grinnell Professional), editor of

the *Mid-Western Banker*, Milwaukee, made the annual visitation to the chapter. . . . The WISCONSIN chapter has again distinguished itself among the professional organizations on the campus for its high scholastic rating. The average of the active members of the chapter for the first semester of this college year was 2.016 out of a possible 3, placing the group second among 13 professions. The pledge class ranked fourth. The all-men's average for the university was 1.444.

THE SOUTH DAKOTA STATE chapter's third and last editorial contest for high school papers of the state closed May 1. The chapter will award a one-year subscription to THE QUILL to each of the winners of the six divisions of the contest. . . . The SEATTLE professional and WASHINGTON undergraduate chapters held a joint Founders' Day banquet, April 19, in the Commons on the U. of Washington campus. A radio broadcast was made from the meeting, featuring speeches by Dr. L. P. Sieg, president of the university; Al Ulbirckson, Washington crew coach; and Ky Ebright, California crew coach. The meeting was held on the eve of the Washington-California crew race. Toastmasters were Matt O'Connor (Washington '21) of the Seattle Times, and Clark Squire (Washington '16) of the Seattle Star and president of the Seattle chapter, were toastmasters. Mike Bird (Washington '36), Seattle Star, was in charge of arrangements. Four prominent newspapermen were initiated into professional membership.

The KANSAS chapter will pay tribute, May 18, at an informal dinner to the university's chancellor, Deane W. Malott, a member of SDX and a graduate of KU in 1921. Newspapermen from over the state have been invited to attend. William Allen White (National Honorary), famed editor of the Emporia Gazette, will be toastmaster. Kansas' governor, Payne H. Ratner, will be a guest.

Two nationally prominent radio men were initiated by the OHIO STATE chapter during the Radio Education Institute

[Concluded on page 19]



William J. Murphy Hall, the \$275,000 journalism building recently opened to classes at the University of Minnesota, is one of the few college buildings on any campus designed throughout to meet the specific demands of journalism instruction. The new building is named in honor of the late publisher of the Minneapolis Tribune, whose bequest of \$350,000, in 1918, made it possible.

Winners Are Named in Indiana SDX Tall Story Contest

BLOOMINGTON, Ind.—Yarns spun into legends by sports writers, foreign correspondents and the "back shop" won top honors in the national Tall Story contest sponsored by the Indiana University chapter of Sigma Delta Chi, professional journalistic fraternity.

The ten winners in the nationwide contest for members of the Fourth Estate, announced at the chapter's annual Gridiron banquet, represented seven states and the District of Columbia.

Grand champion honors went to David Velie of Monroe, Wis., free lance writer and formerly Milwaukee (Wis.) *Sentinel* and Chicago Tribune reporter. Second place was won by Ed. F. Smith of the Jackson (Mich.) *Citizen Patriot*, and third to Basil L. Walters, editor of the Minneapolis (Minn.) *Star-Journal*.

Other winners were:

D. S. Horth, Indianapolis *News*; Baxter Brown, Herrington (Kan.) *Times-Sun*; L. F. Reid, Renville (Minn.) *Star-Farmer*; Harry N. Price, Washington, D. C., formerly with the Washington Post; W. S. Meriwether, Mississippi *Sun*, Charleston, Miss.; and John D. Pennekamp, managing editor of the Miami *Herald*.

The judges were Irvin S. Cobb, Arthur Robb, editor of *Editor & Publisher*, and Lowell Thomas.

E. MARION JOHNSON (Wisconsin Professional), former head of the Department of Journalism, University of Minnesota, has been appointed professor of journalism in the School of Journalism, Syracuse University, and manager of the New York Press Association. He will begin his work at Syracuse July 1.

Since 1935, Professor Johnson has been advertising manager and research director of the publications of Traffic Service Corporation, Chicago. He founded the *Scholastic Editor* magazine in 1922 and published it until 1930 when he sold it to Paul B. Nelson (Minnesota '26). Professor Johnson was president of the American Association of Schools and Departments of Journalism in 1928, while at Minnesota. He was a member of the journalism faculty at the University of Wisconsin for seven years before going to Minnesota in 1926. Professor Johnson founded the National Scholastic Press Association in 1922, and directed the organization until 1929.

IRVING DILLIARD (Illinois '27), editorial writer for the St. Louis *Post-Dispatch* and Sigma Delta Chi vice-president in charge of undergraduate affairs, will be the featured speaker at the closing banquet of the annual Newspaper Week, May 12-18, sponsored by the University of Colorado's college of journalism. His subject will be "Our Fight for Freedom of the Press." Dilliard will also make the official 1940 visit to the Colorado chapter of Sigma Delta Chi while in Boulder.

ELMO SCOTT WATSON (Illinois Professional), editor of the *Publishers' Auxiliary* and national president of Sigma Delta Chi, discussed "Press and Radio in the 1940

Welcome Home!



James R. Young

Young, Far Eastern correspondent for International News Service, who received a suspended sentence in Tokyo for violating military law—in that he dared tell the truth of conditions as he found them in China—was to arrive in San Francisco, May 17, with Mrs. Young. Here's how, Jimmy!

"Election" with Park Wheatly, Northwestern University radio director, over WGN April 28.

JACK FRANKISH (Southern California '35), with the *United Press* since graduation, has been named bureau manager at Cleveland. He was transferred to Cleveland from New York City.

JAMES H. FURAY (W. & L. Professional), vice-president of the *United Press* Associations, will be a principal speaker, June 3, at a national symposium on "Channels of World News and Opinion," to be held at the Massachusetts Institute of Technology.

FRED WITTNER (Wisconsin '31), New York publicity counsel, lectured before the news-writing class of the extension division of Columbia University recently on an analysis of the various forms of publicity and publicity practices, good and bad, which a reporter encounters today in America. He took over the class of Professor John Hamilton for the evening. Mr. Wittner, formerly a reporter on the New York *Herald Tribune* and the Brooklyn *Eagle*, has also lectured on publicity before the Columbia School of Journalism.

Flash!

Miss Dorothy E. Snow and JAMES C. KIPER (Indiana '32), both of Chicago, Ill., were married April 27 at Evanston, Ill., in the home of Mr. and Mrs. Elmo Scott Watson. Watson (Illinois Professional), president of Sigma Delta Chi and editor of the *Publishers' Auxiliary*, served as best man for Kiper, who is executive secretary of the fraternity.

SDX Scholarship Awards Will Go to 140 Students

MADISON, Wis.—One hundred and forty students who will receive degrees in journalism in June at 36 colleges and universities have been named to receive the scholarship certificates of Sigma Delta Chi, professional journalistic fraternity, it has been announced by Frank Thayer of the University of Wisconsin School of Journalism, chairman of the fraternity's Scholarship committee.

The list of winners includes 86 men and 54 women who rank in the upper ten per cent of their respective graduating classes in scholarship. Grades received in all college work, not only journalism, is considered in determining the rank of each student. The Sigma Delta Chi Scholarship Award program was established in 1927 for the purpose of stimulating excellence in scholarship among journalism for all college work. Since the inauguration of the award, 1,506 men and women graduates have received certificates. To be eligible to receive the award a student must be enrolled in a school or department of journalism where a chapter of Sigma Delta Chi is located.

Other members of the fraternity's scholarship committee, in addition to Mr. Thayer, are: John E. Drewry, director of the Henry W. Grady School of Journalism at the University of Georgia; Douglass W. Miller, School of Journalism, Syracuse University; and Roy L. French, director, University of Southern California School of Journalism.

—30—

FRANK H. HEDGES (Missouri '19), veteran far east newspaperman, was found dead April 10 in a Tokyo, Japan, street near the Imperial hotel where he lived. Physicians said his skull was fractured as result of a fall after he had suffered a paralytic stroke. Hedges, for a long time the editor of the *Japan Advertiser*, Tokyo, American-owned newspaper, and former correspondent of the *Christian Science Monitor*, recently had been employed by the North American Newspaper Alliance and the London *Daily Telegraph*. He had intended to leave Tokyo soon for a holiday in the United States.

PAUL KRATOCHWILL (Wisconsin '37) recently purchased the Muscoda (Wis.) *Progressive*.

Protect Your Fraternity Name

Your Balfour contract guarantees the maintenance of official specifications and protects your fraternity name and insignia from falling into foreign hands. Guard your insignia by ordering ONLY from your official jeweler.



**L. G. BALFOUR CO.
ATTLEBORO MASS.**

Why Stick in Ruts?

CARRYING the torch for experimentation, change and innovations in make-up, news handling and news presentation as we are in this department, we were happy to note what Douglas C. McMurtrie, of the Ludlow Typograph Co., told members of the American Society of Newspaper Editors in Washington recently.

"Why," asked Mr. McMurtrie, outstanding authority on the history of printing in these United States and on typography, "must the newspaper be tied absolutely to some form that happened to be adopted 30 or 40 years ago? No one newspaper can restudy that question for itself in a broad way, but all the important American newspapers can restudy it, and I personally believe that if the question were laid open and very careful scientific studies were made of what the newspaper could do to make itself more convenient, more easily read, more influential, it would be to the great advantage of everybody in this business, that is, so far as the future is concerned."

Mr. McMurtrie then stressed the importance of type size in making a paper attractive and easy to read, particularly in regard to the editorial page; pointed to the need for display; attacked the "artificiality" in head writing which makes it difficult to give the sense of a story in a fixed count; declared there should be no heads entirely in caps and that decks should be simplified.

COMMENTING further, Mr. McMurtrie said: "I believe also in variety and freshness. The mere changing of type face in the display in a newspaper every once in a while is a healthy thing.

"Everybody needs to freshen up occasionally, and the newspaper front window is its own pages, and some change is good. I don't think any newspaper can stand absolutely on the fact that this is the way it was and this is the way it is going to be," he continued.

Yes, Mr. McMurtrie, they can't keep on doing the same old things in the same old way and keep on as modern, virile, attractive and successful papers, but there are still plenty of papers whose powers-that-be seem to think they can.

YOU can't suggest any sort of change or innovation, of course, without having the boys who watch the pennies in the business office demanding to know what it's going to cost.

So it is significant that Mr. McMurtrie anticipated this when he added: "There is so much variety possible in the make-up of newspapers that even if we had only one heading type face to work with, we could get an infinite arrangement with that same type face so that five newspapers would look absolutely different in character and arrangement. . . .

"I think," he concluded, "you will find that type alone can go a long ways, intelligently planned, to make newspapers more powerful media."

In other words, it isn't so much what you have to work with as it is what you do with what you have—and that you do something!

Did You Note?

SPEAKING of changes and innovations, did you note the ideas and suggestions embodied in two articles in this month's *QUILL*—the hunches for a farm page or column contained in Claude Gray's article on A. W. Nelson, roving reporter of the Walla Walla *Union-Bulletin*, and in Bill Rogers' outline of the experiments he and his staff have been conducting on the Beverly Hills *Citizen*?

AS WE VIEW IT

Scentsational!

THIS development of scented advertising in newspapers by Lester Yeager, of the Indianapolis Star, certainly opens a new advertising field for exploitation and expansion.

So far, and probably in the future, the use of scent will be limited to the advertising side. But consider the interesting possibilities should the new technic be applied to the editorial side—to give various lead stories an appropriate scent!

For example, a story on the Flower Show could carry a blend of the fragrance of blossoms shown. The story of the Memorial Day auto races at Indianapolis might be permeated with the odor of oil and gas fumes; stories of horse races would bear the horsey odor of the stables or Jockey Club; and the daily traffic toll could carry a combination of ether, disinfectant and other odors of the hospital.

The story of a gun battle between bandits and police could be made more realistic if the acrid smell of burnt powder could be introduced. And how realistic the circus story could be made with an accompanying scent of animals, disinfectant, peanuts, hot dogs and cotton candy!

The Farm Editor's column or the story of the harvest could be saturated with the aroma of sweet clover or newly mown hay—not an unpleasant thought, that—but it might not be advisable to try to introduce any scent in connection with stories of the stock yards or the garbage disposal situation.

As for politics—the mess at the City Hall—the chemist could produce an appropriate accompanying stench of over-ripe eggs but that hardly would sell any papers.

One more bit of whimsy in this regard—and we'll be off to other things. Individual papers of the future may adopt a characteristic scent. Those from the mountains or forest regions might bear the scent of pine, or wild flowers. Others might choose rose, violet, gardenia or any other scent. Some might even take vanilla!

Webb Miller

THE sudden death of Webb Miller at the peak of a distinguished journalistic career was a distinct shock, not only to those who knew him personally but also to those who knew him through his able correspondence and his best-seller, "I Found No Peace."

Through him, and those who served with him, America has been able to pierce the veil of propaganda and censorship and obtain a more or less definite idea of what is happening in Europe and the Far East—at least a clearer and more accurate picture than most any other country is getting.

His absence will be marked—for correspondents of the Webb Miller type aren't developed and trained overnight. They are all too few for the tremendous job there is to be done.

Another Iron Lung!

AND another newspaper has conducted a successful campaign among its readers for a fund to buy an iron lung for the community it serves.

The Pottstown (Pa.) *Mercury* conducted a campaign which brought 22,214 dimes into the paper's office in a 15-day drive. The amount was enough not only to buy an "iron lung" at \$1,500 but also two resuscitators for \$790.

Thus another community has an "iron lung" available if and when dread infantile paralysis begins striking its victims next summer.

How well is your community equipped?

AT DEADLINE

[Concluded from page 2]

watched the soosed typographer for a minute, then turned and walked out. Five minutes later the shop foreman got a message to come to the front office.

"Bill," said O'Donnell to the foreman, "I noticed Charlie today. He was the only man in the shop that looked like he was doing any work. See that he gets a two-dollar raise in his paycheck Saturday night, and tell the other boys to snap into it."

THE third place story follows:

One of the large press services sent a young man to Moscow from London for the sole purpose of obtaining a scoop on what seemed the nearing death of Lenin.

It was arranged that the young man was to wire, "Send me 50 pounds," to the London manager of the service as a code indicating the death.

But Lenin did not die as quickly as had been anticipated and so the young man was kept in Moscow as a correspondent. Many times he wrote or wired his manager asking for money, but always he avoided asking for 50 pounds.

Finally Lenin died and the censors ordered that news be withheld 24 hours.

With as much haste as was possible without arousing suspicion, the young man wired his London manager: "Send me 50 pounds."

But the London manager had forgotten that this was a code arrangement and in-

stead of flashing news of the death of Lenin to a waiting world he was provoked, said "all that guy does is wire for more dough"; sent it to him and ordered him to return to London.

Not until 24 hours later, when all correspondents were filing the news of Lenin's death from Moscow, did he wake up to the fact that he had booted one of the outstanding scoops of the age.

In case you're wondering where you heard that last one before, Barry Faris, editor-in-chief of *International News Service*, told the same yarn in his interesting article in the April *QUILL*, entitled "Curses on the Censor."

NOW for some fancy heads from here, there and everywhere. Here's one that Neil L. Maurer, editor of the Odebolt (Iowa) *Chronicle*, clipped from the Des Moines Tribune, over a story concerning radio boners:

Ladio Wines Tet Twisted

Bob Miller sends this one which appeared over a weather story in the Palouse (Wash.) *Republic*:

Rain, Hail, Sun, Snow Here Since 7 Days Ago

From Minot, N. D., came this one which Fred Haas and Sidney Goldish collaborated on for the *Minot Daily News* to give a local angle to the story of how Ole Lee, of Cashton, Wis., had asked for the third

straight year for automobile license No. 337-370 which, inverted, spells his name:

337-370 (Turn It Upside Down) Is Minoter's Cousin

Bill O'Rourke, of the Durango (Colo.) *News* penned this one to head a story that voters of Fruita had asked the city clerk to place on the ballot the question of making the village dry by local option:

Petitioners Ask for 'Dried' Fruita

To prove his contention that financial news and heads need not be dull, Ellis Haller, of the *Wall Street Journal*, submitted this one (author not named) from that publication:

Foreign Exchange Brokers Today Are Telling
Tails (tsk, tsk) About What a Franc (ouch)
Success Their Gold (pardon us)
Golf Outing Was

We'll wind up the single-shotters with this bit of alliteration clipped from the *Washington Post* and sent by an unsigned contributor:

Flees Flue Fire Finds Flaw, Family to Flit

WILLIAM CANFIELD (Wisconsin '32), assistant secretary and treasurer of the Inland Daily Press Association, Chicago, and Mrs. Canfield are parents of a daughter, Elizabeth Lillian, born April 15 at Elmhurst Hospital, Elmhurst, Ill.

Kiper's Kolumn

[Concluded from page 16]

held in Columbus, April 30-May 1. They are Guy Hickock, program director for the International Division of the National Broadcasting Company, New York, and Allen Schechter, director of news and special events for NBC. Jesse J. Currier, graduate student, was initiated at the same time. Frank E. Mason (Ohio State '15), a vice-president of NBC, was a principal speaker on the Institute program, and presided at the meetings.

Dr. William Lowe Bryan (Indiana Professional), president emeritus of Indiana university, recently presented the INDIANA chapter with a photograph of Clarence Goodwin, industrialist, to be placed in the chapter's Don Mellett Memorial Den. Goodwin was responsible for reviving the *Indiana Daily Student* while an undergraduate in 1882. . . . The chapter recently awarded its annual \$200 scholarship, dividing the award between two second semester sophomores. At the chapter's Gridiron dinner, May 2, the leather medal given to the person on the campus who does the most during the year to bring prestige and recognition to the university, was awarded to the Hoosier basketball coach Branch McCracken.

THE TEMPLE chapter observed Founder's Day, April 17, with a dinner meeting attended by a large number of professional members. Speakers included New-

ton Hartman, Philadelphia *Evening Bulletin* staff photographer; Charles J. Love of Norristown, Pa., and expert in training and handling carrier pigeons, who told of the use of these pigeons by newspapers; and Harold S. Fox, an active member of the chapter, who is also editor of the *Bulletin's* column for high school students.

The OHIO STATE chapter held its annual Founders' Day dinner meeting, April 18. Earl Minderman, information officer for WPA in Ohio spoke on "The ABC of WPA News in OHIO." Professor Norval Neil Luxon (Ohio State '23) of the Ohio State school of journalism was toastmaster. A class of undergraduate candidates was initiated before the dinner.

The OHIO UNIVERSITY chapter, rebuilt this year from a weak into a strong organization, has become one of the most active on the campus at Athens. It recently sponsored a Tony Sarg marionette show. The chapter has eight active members and 15 pledges.

Barry Faris (Cornell Professional), editor-in-chief of *International News Service*, New York, and an executive councilor of SDX, was the featured speaker at the All-Iowa Founders' Day meeting in DES MOINES, May 3. Dr. Frank Luther Mott (Iowa Professional), director of the U. of Iowa School of Journalism, was toastmaster, and SDX President Elmo Scott Watson was a special guest and speaker.

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